

## ORDER



KSDK

<b>Orders</b>	<b>Order / Rev:</b>	<b>687063</b>	
	Alt Order #:	06145328	<b>KSDK</b>
	Product Desc:	DCCC	
	Estimate:	1194	
	Flight Dates:	10/16/12 - 10/22/12	
	Original Date / Rev:	10/19/12 / 10/19/12	
	Order Type:	Political	
<b>Agency</b>	<b>Name:</b>	<b>Great American Media/ POL</b>	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		1010 Wisconsin Ave. NW, Ste. 800	Billing Cycle:
		Washington, DC 20007	Agency Commission:
<b>Advertiser</b>	<b>Name:</b>	<b>Iss/ DCCC</b>	
	Demographic:	A35+	New Business Thru:
	Product Codes:	IS-Candidate/US House	Order Separation:
	Priority:	P-1	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	71	\$125,905.00	\$107,019.25	October 2012	71	\$125,905.00	\$107,019.25	0.00
					Totals	71	\$125,905.00	\$107,019.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Kristin Waskie Start Of Order - End Of Order 100%

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
6	KSDK	10/16/12	10/22/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	2	\$1,350.00	
<b>SHOW ME ST. LOUIS</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	2	Rate		Rating							
7	KSDK	10/16/12	10/22/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	2	\$790.00	P-1	0.00	NM	2	\$1,580.00	
<b>NEWSCHANNEL 5 AT NOON</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	2	Rate		Rating							
8	KSDK	10/16/12	10/22/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00	
<b>RATE CHANGE</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	3	Rate		Rating							
9	KSDK	10/16/12	10/22/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00	
<b>CANX 1X</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	2	Rate		Rating							
10	KSDK	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	3	\$1,235.00	P-1	0.00	NM	3	\$3,705.00	
<b>RATE CHANGE</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	3	Rate		Rating							
11	KSDK	10/16/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	3	\$2,800.00	P-1	0.00	NM	3	\$8,400.00	
<b>NEWSCHANNEL 5 @ 5P</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	3	Rate		Rating							
12	KSDK	10/16/12	10/22/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	MTWTF--	:30	3	\$675.00	P-1	0.00	NM	3	\$2,025.00	
<b>TODAY IN ST. LOUIS</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	3	Rate		Rating							
13	KSDK	10/16/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	528-530p	INTERN	MTWTF--	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
<b>NBC NEWS ADJ</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	1	Rate		Rating							
14	KSDK	10/16/12	10/22/12	NBC Nightly News M-F	CM	530-6p	MTWTF--	:30	1	\$6,750.00	P-1	0.00	NM	1	\$6,750.00	
<b>NBC NEWS ADJ</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	1	Rate		Rating							
15	KSDK	10/16/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$3,025.00	P-1	0.00	NM	3	\$9,075.00	
<b>RATE CHANGE</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	3	Rate		Rating							
16	KSDK	10/16/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	4	\$1,350.00	P-1	0.00	NM	4	\$5,400.00	
<b>RATE CHANGE</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	4	Rate		Rating							
17	KSDK	10/16/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00	
<b>WHEEL OF FORTUNE</b>																
Week:	10/16/12	10/22/12	Weekdays	MTWTF--	Spots/Week	1	Rate		Rating							
18	KSDK	10/16/12	10/22/12		CM	7-9A	MTWTF--	:30	4	\$1,250.00	P-1	0.00	NM	4	\$5,000.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F NBC Today 7-9A NBC Today 7-9A											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/16/12	10/22/12	MTWTF--	4	\$1,250.00	0.00					
19	KSDK	10/16/12	10/22/12	M-F 9-10A NBC Today Show II 9-10A		CM	9-10A		MTWTF--	:30	4	\$850.00	P-1	0.00	NM
				TODAY SHOW II											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/16/12	10/22/12	MTWTF--	4	\$850.00	0.00					
20	KSDK	10/16/12	10/22/12	M-F 4-5A 4-5A (4:00 AM-5:00 AM)		CM	4-5A		MTWTF--	:30	1	\$50.00	P-1	0.00	NM
				TODAY IN ST. LOUIS 4A											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/16/12	10/22/12	MTWTF--	1	\$50.00	0.00					
21	KSDK	10/19/12	10/19/12	Fri Prime B GRIMM		CM	8-9P GRIMM		-----F--	:30	1	\$4,050.00	P-1	0.00	NM
				GRIMM											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/15/12	10/21/12	-----F--	1	\$4,050.00	0.00					
22	KSDK	10/19/12	10/19/12	Fri Prime C DATELINE		CM	9-10P DATELINE		-----F--	:30	1	\$4,500.00	P-1	0.00	NM
				RATE CHANGE			DATELINE								
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/15/12	10/21/12	-----F--	1	\$4,500.00	0.00					
23	KSDK	10/22/12	10/22/12	Mon Prime Other THE VOICE		CM	7-9P THE VOICE	M-----		:30	1	\$7,875.00	P-1	0.00	NM
				THE VOICE	EFF: 9/24/12										
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/22/12	10/28/12	M-----	1	\$7,875.00	0.00					
	Spot	Ch	Date Range	Description			Start/End Time								
	1	KSDK	10/22/12-10/28/12	Mon Prime Other			7-9p		(7:00 PM-9:00 PM)						
24	KSDK	10/20/12	10/20/12	LN (Sa) LN (Sa)		CM	10-1035p		-----S-	:30	1	\$2,700.00	P-1	0.00	NM
				NEWS 5 AT 10											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/15/12	10/21/12	-----S-	1	\$2,700.00	0.00					
25	KSDK	10/20/12	10/20/12	Saturday Night Live Saturday Night Live		CM	1030p-1205a		-----S-	:30	1	\$1,800.00	P-1	0.00	NM
				SATURDAY NIGHT LIVE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/15/12	10/21/12	-----S-	1	\$1,800.00	0.00					
26	KSDK	10/20/12	10/20/12	Sat 6p News Channel 5 at 6P Sat		CM	6-630P		-----S-	:30	1	\$1,575.00	P-1	0.00	NM
				NEWS 5 AT 6											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/15/12	10/21/12	-----S-	1	\$1,575.00	0.00					
27	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A		CM	6-7A		-----S-	:30	1	\$550.00	P-1	0.00	NM
				TODAY IN ST.LOUIS SAT											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/15/12	10/21/12	-----S-	1	\$550.00	0.00					
N28	KSDK	10/20/12	10/20/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat		CM	630-7P		-----S-	:30	1	\$900.00	P-1	0.00	NM
				WHEEL OF FORTUNE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	10/15/12	10/21/12	-----S-	1	\$900.00	0.00					

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
COMMUNITY / 30 ROCKEFF: 3/15/12																		
Week: 10/15/12 - 10/21/12																		
Spot	Ch	Date Range	Description	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Start/End Time	Weekdays	Length	Rate	Rtg	Type			
1	KSDK	10/15/12-10/21/12	Thu Prime A	10/15/12	10/21/12	-T---	1	\$2,400.00	0.00	7-8P COMMUNIT	-Th-----	:30(\$2,400.00)	0.00	NM				
See MG 37.2 [Program Change. now 30 rock/ up all night ]																		
2	KSDK	10/18/12-10/18/12	Thu Prime A				7-8P				-Th-----	:30(\$2,150.00)	0.00	NM				
(M) See MG 37.3,37.4 [Prgm Change]																		
3	KSDK	10/19/12-10/19/12	Fri Prime A				7-8P				-F-----	:30	\$2,250.00	0.00	NM			
(M) MG for 37.2 10/18 [n/a]																		
4	KSDK	10/20/12-10/20/12	Sat Prime B				8-9P				-Sa--	:30	\$900.00	0.00	NM			
(M) MG for 37.2 10/18 [n/a]																		
38	KSDK	10/16/12	10/16/12	Tue Prime C	PARENTHC	CM	9-10P PARENTHC	-T-----	:30	1	\$2,500.00	P-1	0.00	NM		3	\$2,500.00	
PARENTHOOD																		
Spot	Ch	Date Range	Description	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Start/End Time	Weekdays	Length	Rate	Rtg	Type			
1	KSDK	10/15/12-10/21/12	Tue Prime C	10/15/12	10/21/12	-T-----	1	\$2,500.00	0.00	9-10P PARENTHC	-T-----	:30(\$2,500.00)	0.00	NM				
See MG 38.2,38.3,38.4 [Prgm Change] debate																		
2	KSDK	10/21/12-10/21/12	LN2 (Su)				1033p-11p				-Su-----	:30	\$1,125.00	0.00	NM			
(M) MG for 38.1 10/16 [n/a]																		
3	KSDK	10/21/12-10/21/12	Rams Weekly				SU 10A-10:30A/S				-Su-----	:30	\$560.00	0.00	NM			
(M) MG for 38.1 10/16 [n/a]																		
4	KSDK	10/16/12-10/18/12	M-F 9-10A				9-10A				-TWTh----	:30	\$815.00	0.00	NM			
(M) MG for 38.1 10/16 [n/a]																		
39	KSDK	10/17/12	10/17/12	Wed Prime B	ROCK CENTER	CM	8-9P ROCK CENT	--W---	:30	1	\$4,950.00	P-1	0.00	NM		1	\$4,950.00	
ADJ RATE																		
Spot	Ch	Date Range	Description	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Start/End Time	Weekdays	Length	Rate	Rtg	Type			
1	KSDK	10/15/12-10/21/12	Wed Prime B	10/15/12	10/21/12	--W---	1	\$4,950.00	0.00	8-9P ROCK CENT	--W-----	:30(\$4,950.00)	0.00	NM				
See MG 39.2 [Program Change. Now Law & Order: SVU]																		
2	KSDK	10/17/12-10/17/12	Wed Prime B				8-9P				--W-----	:30	\$4,950.00	0.00	NM			
(M) MG for 39.1 10/17 [PROGRAM CHANGE]																		
40	KSDK	10/17/12	10/17/12	Wed Prime C	LAW & ORDER	CM	9-10P LAW & ORDE	--W---	:30	1	\$3,400.00	P-1	0.00	NM		1	\$3,600.00	
LAW & ORDER																		
Spot	Ch	Date Range	Description	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Start/End Time	Weekdays	Length	Rate	Rtg	Type			
1	KSDK	10/15/12-10/21/12	Wed Prime C	10/15/12	10/21/12	--W---	1	\$3,400.00	0.00	9-10P LAW & ORDE	--W-----	:30(\$3,400.00)	0.00	NM				
See MG 40.2 [Program Change. Chicago Fire]																		
2	KSDK	10/17/12-10/17/12	Wed Prime C				9-10P				--W-----	:30	\$3,600.00	0.00	NM			
(M) MG for 40.1 10/17 [PROGRAM CHANGE]																		

Totals

71 \$125,905.00